

1 **ABSTRACT**

2 Systems and methods are described for broadcasting interactive content
3 without using triggers embedded in the broadcast content. When a viewer sees an
4 item of interest while viewing a program, the viewer can initiate a request for
5 information (RFI) about that item with a single button actuation. When the RFI is
6 entered, a client device, such as a set-top box, detects the RFI and transmits RFI
7 data to a server, including the channel viewed, a time stamp and – in at least one
8 implementation - a system-defined amount of closed captioning data. The RFI
9 data is cross-referenced with program time code information, programming guide
10 information, program information and/or advertiser information to determine the
11 context of the RFI, i.e. what the user saw that made the user enter the RFI.
12 Information about the item is then sent to the viewer as a system message, an e-
13 mail message, a post, or by way of any other delivery mode.

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